We cordially invite you to stop by the Philip Morris booth (410 and 412) at the N.A.M.A. convention in Atlantic City and discover how to program your equipment more profitably.

Our Vend-ability study, tailor-made to your operation, can identify the outstanding profit opportunities *in your market*. Our staff of computer experts will quickly produce an analysis that is yours and yours alone.

Philip Morris' computerized Vend-ability 1972

Vend-ability 1972 is a precise and pertinent computer print-out, which this year highlights the: ▶ Impact of 100mm's growth. The 100mm category had a sales gain of 10% in the first half of 1972, on top of a 12% increase in 1971. ▶ Impact of payment on subsidy brands. ▶ Expanded market coverage.

Please fill out the coupon below and bring it with you to the convention. After five minutes at the Philip Morris booth, you will leave with your personal print-out, which will tell you about a great way to maximize your profits.

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